

# ORDER



**Orders**  
**Order / Rev:** 168606  
**Alt Order #:** 06861749  
**Product Desc:** MICHELLE LUJAN-GRIS  
**Estimate:** 1736  
**Flight Dates:** 10/10/12 - 10/16/12  
**Original Date / Rev:** 10/08/12 / 10/08/12  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Frank Feinberg  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency**  
**Name:** The New Media Firm  
**Buying Contact:** Michele Certo  
**Billing Contact:**  
 C/O Mundy Katowitz Media  
 Washington, DC 20036-3134

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Michelle Lujan-Grisham for Congress  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 05/27/09  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	22	\$8,575.00	\$7,288.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	22	\$8,575.00	\$7,288.75	0.00
<b>Totals</b>	<b>22</b>	<b>\$8,575.00</b>	<b>\$7,288.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Frank Feinberg			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOB	31%	\$8,575.00
Market	100%	\$27,661.29

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	9%	\$2,489.52
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	30%	\$8,298.39
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	28%	\$7,745.16
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

Print Date: 10/10/12 11:31:30 Page 2 of 3

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Advertiser: Michelle Lujan-Grisham for Congress  
Product Desc: MICHELLE LUJAN-GRIS  
Estimate: 1736  
**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	10/13/12	10/13/12	Balloon Fiesta Coverage Balloon Fiesta Coverage	CM	Sa/Su 7a-9a -----S-	:30	1	\$250.00	6	0.00	NM	1	\$250.00
SA Today														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$250.00		0.00			
E 2	All	10/10/12	10/10/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a --W----	:30	1	\$425.00	3	0.00	NM	1	\$425.00
EYEWIT NW TDY2<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$425.00		0.00			
E 3	All	10/12/12	10/12/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a ----F--	:30	1	\$425.00	3	0.00	NM	1	\$425.00
EYEWIT NW TDY2<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$425.00		0.00			
E 4	All	10/16/12	10/16/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a -T-----	:30	1	\$425.00	3	0.00	NM	1	\$425.00
EYEWIT NW TDY2<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$425.00		0.00			
E 5	All	10/11/12	10/11/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a ---T---	:30	1	\$425.00	3	0.00	NM	1	\$425.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$425.00		0.00			
E 6	All	10/15/12	10/15/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a M-----	:30	1	\$425.00	3	0.00	NM	1	\$425.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$425.00		0.00			
E 7	All	10/10/12	10/10/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p --W----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
EYEWIT-4 MIDDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$175.00		0.00			
E 8	All	10/12/12	10/12/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p ----F--	:30	1	\$175.00	3	0.00	NM	1	\$175.00
EYEWIT-4 MIDDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$175.00		0.00			
E 9	All	10/16/12	10/16/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p -T-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
EYEWIT-4 MIDDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$175.00		0.00			
E 10	All	10/16/12	10/16/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p -T-----	:30	1	\$275.00	3	0.00	NM	1	\$275.00
DAYS-OUR LIVES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$275.00		0.00			
E 11	All	10/11/12	10/11/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p ---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
INSIDER<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 Estimate: 1736

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	All	10/11/12	10/11/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p ---T---	:30	1	\$200.003		0.00	NM	1	\$200.00
INSIDER<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$200.00		0.00			
E 12	All	10/16/12	10/16/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p -T-----	:30	1	\$200.003		0.00	NM	1	\$200.00
INSIDER<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$200.00		0.00			
E 13	All	10/10/12	10/10/12	Judge Judy-P/ DR 4p/ 430p Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p --W----	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$200.00		0.00			
E 14	All	10/12/12	10/12/12	Judge Judy-P/ DR 4p/ 430p Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p ----F--	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$200.00		0.00			
E 15	All	10/15/12	10/15/12	Judge Judy-P/ DR 4p/ 430p Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$200.00		0.00			
E 16	All	10/11/12	10/11/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p ---T---	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$500.00		0.00			
E 17	All	10/15/12	10/15/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p M-----	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$500.00		0.00			
E 18	All	10/10/12	10/10/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p --W----	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-630<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$500.00		0.00			
E 19	All	10/12/12	10/12/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p ----F--	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-630<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$500.00		0.00			
E 20	All	10/11/12	10/11/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p ---T---	:30	1	\$800.003		0.00	NM	1	\$800.00
EYEWITNS NWS-10<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$800.00		0.00			
E 21	All	10/16/12	10/16/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p -T-----	:30	1	\$800.003		0.00	NM	1	\$800.00
EYEWITNS NWS-10<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$800.00		0.00			
E 22	All	10/14/12	10/14/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p -----S	:30	1	\$800.003		0.00	NM	1	\$800.00
EYEWITNESS NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$800.00		0.00			

\*Tax 1 Note: ABQ 7%.

Totals 22 \$8,575.00